

Bucks file

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TO: Dave Beran

DATE: September 25, 1991

FROM: Alejandro Lopez/Jeanne Bonhomme

SUBJECT: Full Margin Bucks Research

Outlined below is the consumer research planned for Bucks in the Phoenix Full-Margin test area.

① Focus Groups

Focus groups will be conducted among past month Bucks purchasers. The thinking is that these smokers would have bought Bucks at the new full-margin price. Three groups will be convened among male non-menthol king-size smokers on Wednesday, October 16th at 4:30, 6:15 and 8:00pm. If feasible, two of the groups will consist of smokers who realize they are now paying a higher price for Bucks, and one among those who are not aware of the price change or have a reduced price source for purchase of Bucks.

② Store Observation Study/Study Among Store Clerks

For two to three days store observations will be made in 50 retail stores. (15 carton outlets, 35 park outlets). Observational information will be obtained demonstrating how Bucks is being merchandised. When possible, photographs will be taken of the cigarette displays. Subsequently, store clerks will be interviewed about their perceptions of pricing in the cigarette category. Information about which cigarette brands including Bucks, fall in each category and how cigarette prices change overtime will be obtained.

③ In Store Trier Study

Once we are assured of the level of full-price distribution for Bucks, an in-store trier study will be fielded. Interviewers will be stationed in stores to stop Bucks purchasers and non-purchasers, and ask them questions about their buying behavior, alternate brands purchased and perception of Bucks.

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